

Utah Office of Tourism Board Meeting

Utah State University

University Inn – Room 508

Logan, Utah

June 28, 2006

10:00 a.m.

Present

Board Members

Kim McClelland
Colin Fryer
Bob Bonar
Steve Burr
Jeff Robbins

Georgianna Knudson
Bob Syrett
Steve Lindburg
Hans Fuegi

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts
Dave Williams

Tracie Cayford
Kelly Day
Rebecca Katz

Guests

Red Oelerich
Nathan Rafferty
Thomas Cooke
Raelene Davis
Garrett Lyman
Matt Weston
Rick Maw
Gary Griffin
Judy Holbrook
Joan Hammer
Kevin Malone
Kevin Kehoe
Nat Frazer
Terry Sharik
Mike Bullock
Emily Goodwin
Cindy Bilske
Rhonda Thompson

Organization

Outdoor Utah
Ski Utah
W Communications
Ski Utah
Chrome Media
Cache Valley Tourism Council
Utah.com
Utah Festival Opera
Bear Lake CVB
Box Elder County Tourism
Ski Utah
W Communications
Utah State University
Utah State University
Cache Valley Visitors Bureau
Bear River Heritage Area
Bear River Heritage Area
American West Heritage Center

Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He thanked Steve Burr and his associates for making arrangements for the meeting. He asked those in the room to introduce themselves.

Steve Burr introduced Chuck Gay, Associate Vice President of USU Cooperative Extension, Nat Frazer, Dean of the College of Natural Resources, and Terry Sharik, Head of the Department of Environment and Society.

They each gave an overview of their areas of responsibility and gave examples of how their programs tie into economic development and tourism.

Minutes

Kim asked if there was a motion to amend or approve the minutes of the June 2 meeting. Hearing no discussion, Bob Syrett made a motion to approve the minutes, it was seconded by Steve Lindburg and carried unanimously.

Marketing Committee Report

Mike Deaver reviewed the Executive Summary of the 2005-2006 Strategic Plan. The Utah Office of Tourism's Mission Statement is: To improve the quality of life of Utah citizens through revenue and tax relief by increasing the quality and quantity of tourism visits and spending. The primary objectives and the measuring tools and strategy for each are:

- Change perceptions of Utah as a destination
 - SMARI Survey
 - Ad Effectiveness results
 - Quantify economic impact and ROI of advertising
 - Create year-round destination awareness
- Increase the total amount of visitor information requests
 - Increase web site hits by 12% from 4.86 million to 5.45 million
 - Increase phone calls by 10% from 22,800 in 2005 to 25,080 in 2006
 - Increase Travel Guide distribution by 15% from 22,800 to 25,080
- Increase TRT and accompanying tax codes 2.25% above the 3% natural growth
 - Track monthly TRT reports as a pacing report for tourist activity
 - Review NAIC tax code numbers to measure growth
- Increase the number of skier days
 - Compare skier days for 2005 to see if skier days grew 3% from 4.06 million to 4.18 million total skier days in 2006
- Increase National Park and State Park visits
 - 4% increase in National Park attendance as counted by total visitors
 - 2% increase in State Park attendance as counted by total visitors
 - Economic impact of increase: \$85,745,280 for National Parks, \$18,494,080 for State Parks
- Increase international visitors
 - 8.25% increase from 648,000 to 701,460 total visitors
 - Economic impact of increase: \$19,288,368

TOTAL ECONOMIC IMPACT FROM GROWTH OBJECTIVES:	\$1.23 billion
TOTAL ECONOMIC IMPACT OF TOURISM:	\$6.68 billion
ADVERTISING AS % OF REVENUE:	.002% or \$14 million

The UOT will use the following strategies to accomplish the objectives:

- **Marketing and Advertising**

Create top of mind awareness

Drive traffic to 800 numbers and web site

Integrated approach in markets and attack

Television, print, on-line, direct mail, sponsorships, public relations, co-op

Track 'closing' rates where possible

Monetary breakdown by activity sector:	Non-winter promotion	60%
	Winter promotion	30%
	Special opportunities	10%

Monetary breakdown by geographic region:	National	\$3,983,415
	Los Angeles	\$1,500,086
	Denver	\$ 274,881
	Las Vegas	\$ 207,946
	TOTAL	\$5,966,328

- **Media and Public Relations**

Expand awareness and use of UOT activities

Facilitate partnerships and improve working relationships

Make UOT services accessible to tourism partners

Report success stories

- **Research Projects**

Advertising Effectiveness Study

Economic Analysis

Domestic Visitor Profile, Volume and Spending

Canadian Visitor Profile, Volume and Spending

- **International Marketing**

Key international markets are Germany, UK, Japan

- **Branding**

Signage throughout the state (UDOT, Welcome centers, etc.)

Welcome center improvements, including kiosks

Consumer show coordination

Merchandise program

Any carry over funds from FY06 will go into the Special Opportunity Fund.

The budget breakdown for FY06-07 is:

Marketing	\$ 7,050,000
Co-op	2,200,000
Sports Commission	750,000
Production/Agency	1,000,000
TOTAL	\$11,000,000

The marketing breakdown will be:

Non-winter	February-August	\$4,230,000	60%
Winter	August-February	2,115,000	30%
Special Opps Fund	Year-round	655,000	10%

Colin commented that not everyone on the Marketing Committee is in complete agreement on the breakdown of winter versus warm weather spending because winter accounts for only 5% of the visitors and 15% of the spending. Steve Lindburg commented that if we break it down by markets, we may find that 66% of the winter spending comes from Los Angeles. Bob Bonar commented that we need to keep in mind that this is a year round on-going branding campaign. Kim thanked Leigh and Mike for preparing and presenting the Marketing Plan.

MOTION: Bob Bonar made a motion to adopt the FY05-06 plan as presented with the funding for NTA and Primal Quest to be paid out of operational budget and the balance in that budget to carry over to the Special Opportunity Fund. The motion was seconded by Hans and carried unanimously.

MOTION: Bob Bonar made a motion to approve the FY06-07 Marketing Plan concept as presented with the understanding that there could be some fine-tuning and possibly some changes in allocations of the funds if we see changes in the markets. The motion was seconded by Steve Lindburg and carried unanimously.

The Marketing Committee has asked Steve Lindburg to draft an RFP to procure a publisher for the Travel Guide for next year. The RFP will state that the publisher chosen will recommend how and where the advertisements will appear.

MOTION: Steve Lindburg made a motion, seconded by Bob Syrett, that the first priority is that the Utah Travel Guide must be a first class publication. The motion carried unanimously.

The Marketing Committee also asked the staff to put together a policy for the proper use of the brand and bring it to the next meeting for the board to approve.

Mike Deaver showed the print ads and the TV ads that will begin running on July 5.

Jeff Robbins gave a presentation about the activities of the Utah Sports Commission. He reported that last year sporting events contributed \$125 million into the Utah economy. The Primal Quest Adventure Race is taking place in and around Moab at the present time and will air in October. The economic impact in Moab for that event is \$3-4 million with 360 participants from all over the

world. The Huntsman Senior Games is the largest event of its kind in the world.

Red Oelerich commented that he has set up blogs on outdoorutah.com for people to comment on the proposed development at Little Hole on the Green River and the idea floating around to make Cedar Breaks National Monument a national park.

The next meeting will be held August 4 with the location to be determined.